

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

We claim:

1. (Currently Amended) A method of ~~processing product related content, the method comprising:~~

- ~~(a) scanning a product tag with radiation;~~
- ~~(b) in response to (a) receiving product related~~product-related ~~content from the scanned tag, the content including in the form of segments of text, separated by field separators and wherein at least one of the received segments of text includes including a meta tag having one or more associated values, each of the associated values corresponding to a different rule;~~
- ~~parsing the received segments of text and identifying the meta tag;~~
- ~~(c) using the meta tag to expand the~~expanding ~~at least one of the received segments of text based on a rule corresponding to a value associated with the identified meta tag; and~~
- ~~(d) displaying the expanded at least one expanded segment of text on a display device.~~

2. (Currently Amended) The method of claim 1, wherein ~~(a) the scanning~~ comprises scanning ~~and a~~ radio frequency identification tag with radiation originating at a mobile terminal.

3. (Currently Amended) The method of claim 1, wherein ~~(a) the scanning~~ comprises scanning the product tag with light.

4. (Original) The method of claim 1, wherein the meta tag comprises at least one character.

5. (Original) The method of claim 1, wherein the meta tag consists of one character.

6. (Currently Amended) The method of claim 1, wherein ~~(e)the expanding~~ comprises adding text to the at least one segment of text.

7. (Currently Amended) The method of claim 6, wherein ~~the (e)expanding~~ comprises adding text formatting instructions to the at least one segment of text.

8. (Currently Amended) The method of claim 1, wherein ~~the (e)expanding~~ comprises converting the at least one segment of text to a hyperlink to a computer network site.

9. (Currently Amended) The method of claim 8, further including:

~~(e)receiving~~ product information from the computer network site.

10. (Currently Amended) The method of claim 1, wherein ~~the (e)expanding~~ comprises searching a domain name table for a network address that corresponds to the at least one segment of text.

11. (Currently Amended) The method of claim 1, further including determining whether wireless network access, ~~which is is available for supported by the a~~ terminal ~~having the display device is available.~~

12. (Currently Amended) The method of claim 11, wherein ~~the (e)expanding~~ comprises expanding the at least one segment of text to a hyperlink to a local or remote network site, which allows access to respective information depending on whether ~~the~~ wireless local network access, ~~which is supported by the terminal~~ is available.

13. (Currently Amended) The method of claim 12, wherein ~~the displaying(d)~~ comprises displaying the hyperlink to the local network site on the display device.

14. (Currently Amended) The method of claim 1, wherein ~~at least one of the received~~ segments of text includes at least one formatting code.

15. (Original) The method of claim 14, wherein the at least one formatting code comprises an HTML tag.

16. (Original) The method of claim 1, wherein the product tag comprises a radio frequency identification tag.

17. (Currently Amended) The method of claim 1, wherein at least a second ~~of the received~~ segments of text includes a domain name code and the method further includes converting the domain name code into a uniform resource locator of ~~at least one of the~~ product information and ~~or a product name associated with the product tag.~~

18. (Currently Amended) The method of claim 1, further including displaying on the display device product related content corresponding to ~~one of the received~~ segments of text in a manner determined by ~~a rule associated with~~ the position of the ~~one~~ segment of text within the ~~received~~ segments of text.

19. (Canceled).

20. (Canceled).

21. (Canceled).

22. (Currently Amended) ~~A~~An mobile terminal apparatus comprising:  
a transceiver module ~~configured to that generates~~generate radiation for scanning a ~~product tag and receives configured to receive~~ product related content in the form of segments of

text separated by field separators, ~~and~~ wherein at least one segment of text includes a meta tag;  
and

a parsing module ~~configured to that uses the meta tag to expand the at least one segment of text~~

~~parse segments of text received from a scanned product tag and identify a meta tag having one or more associated values, each of the associated values corresponding to a different rule,~~

~~expand at least one of the received segments of text based on a rule corresponding to a value associated with the identified meta tag, and~~

~~display the expanded at least one segment of text on a display device.~~

23. (Currently Amended) The ~~mobile-terminal apparatus~~ of claim 22, further including a meta tag database storing ~~meta tag expansion instructions corresponding to the rules corresponding to possible associated values of the meta tag.~~

24. (Currently Amended) The ~~mobile-terminal apparatus~~ of claim 22, wherein the parsing module expands the at least one segment of text to a hyperlink to a local or remote network site, which allows access to respective information depending on whether wireless local network access, ~~which is supported by the transceiver module of the mobile-terminal apparatus~~ is available.

25. (New) A computer-readable medium having stored thereon computer-executable instructions that, when executed, cause a device to:

scan a product tag with radiation;

receive product-related content from the scanned tag, the content including segments of text, at least one of the received segments of text including a meta tag having one or more associated values, each of the associated values corresponding to a different rule;

parse the received segments of text and identify the meta tag;

expand at least one of the received segments of text based on a rule corresponding to a value associated with the identified meta tag; and  
display the expanded at least one segment of text on a display device.

26. (New) The computer-readable medium of claim 25, wherein the computer-executable instructions that, when executed, cause the device to scan comprise instructions that, when executed, cause the device to scan a radio frequency identification tag with radiation originating at the device.

27. (New) The computer-readable medium of claim 25, wherein the computer-executable instructions that, when executed, cause the device to scan comprise instructions that, when executed, cause the device to scan the product tag with light.

28. (New) The computer-readable medium of claim 25, wherein the meta tag comprises at least one character.

29. (New) The computer-readable medium of claim 25, wherein the meta tag consists of one character.

30. (New) The computer-readable medium of claim 25, wherein the computer-executable instructions that, when executed, cause the device to expand the at least one segment of text comprise instructions that, when executed, cause the device to add text to the at least one segment of text.

31. (New) The computer-readable medium of claim 30, wherein the instructions that, when executed, cause the device to add text comprise instructions that, when executed, cause the device to add text formatting instructions to the at least one segment of text.

32. (New) The computer-readable medium of claim 25, wherein the computer-executable instructions that, when executed, cause the device to expand the at least one segment of text comprise instructions that, when executed, cause the device to convert the at least one segment of text to a hyperlink to a computer network site.

33. (New) The computer-readable medium of claim 32, further including instructions that, when executed, cause the device to:  
receive product information from the computer network site.

34. (New) The computer-readable medium of claim 25, wherein the computer-executable instructions that, when executed, cause the device to expand the at least one segment of text comprise instructions that, when executed, cause the device to search a domain name table for a network address that corresponds to the at least one segment of text.

35. (New) The computer-readable medium of claim 25, wherein the computer-executable instructions further include instructions that, when executed, cause the device to determine whether wireless network access is available.

36. (New) The computer-readable medium of claim 35, wherein the computer-executable instructions that, when executed, cause the device to expand the at least one segment of text comprise instructions that, when executed, cause the device to expand the at least one segment of text to a hyperlink to a local or remote network site, which allows access to respective information depending on whether the wireless local network access is available.

37. (New) The computer-readable medium of claim 36, wherein the computer-executable instructions that, when executed, cause the device to display comprise instructions that, when executed, cause the device to display the hyperlink to the local network site on the display device.

38. (New) The computer-readable medium of claim 25, wherein the product tag comprises a radio frequency identification tag.

39. (New) The computer-readable medium of claim 25, wherein at least a second of the received segments of text includes a domain name code and wherein the computer-executable instructions further include instructions that, when executed, cause the device to convert the domain name code into a uniform resource locator of at least one of a product information and a product name associated with the product tag.

40. (New) The computer-readable medium of claim 25, wherein the computer-executable instructions further include instructions that, when executed, cause the device to display on the display device product related content corresponding to one of the received segments of text in a manner determined by a rule associated with the position of the one segment of text within the received segments of text.